



JOB DESCRIPTION

Title: **LIBRARY MARKETING COORDINATOR**
Department: Library
Class Code: 6885
FLSA Status: Non-Exempt
Effective Date: February 2010
Grade Number: 11

GENERAL PURPOSE

Under the direction of the Library Management Team, this position develops and implements strategies which increase the community's awareness of library services and programs. This position coordinates information among the Board, the Friends, management, and staff to create a clear and unified identity and voice for the library. This position reports to the Library Director.

EXAMPLES OF WORK

- *-- Creates messages that communicate the value of the library to the community.
- *-- Attends Library Board, Friends of the Library, Management Team, and other staff meetings.
- *-- Represents the library at community meetings and events to seek communication opportunities.
- *-- Serves as the central clearing point for all library communications to ensure a consistent library identity and branding
- *-- Edits all written materials to develop a unique and recognizable voice for the library.
- *-- Presents a consistent visual identity to distinguish the Murray Library within the county and local region.
- *-- Creates an editorial, graphic, and web style that is identified with the library.

Library Marketing Coordinator
Page 2

- *-- Maintains a consistent image of the library by building one message upon another to increase overall impact.
- *— Develops measureable objectives to review and evaluate the success of marketing strategies and communications programs.
- Performs other related duties as assigned.

MINIMUM QUALIFICATIONS

Education and Experience

- Completion of a Bachelor's Degree and one (1) year of public service experience, or previous library experience; or an equivalent combination of education and experience which provides the required knowledge and abilities.
- Desktop publishing and web design desirable, and library experience and Spanish language ability preferred.

Special Requirements

- Must be adaptable to changing work hours. Must be willing to work evenings and Saturdays.

Necessary Knowledge, Skills and Abilities

- Knowledge of the methods, practices, and techniques of marketing and community relations.
- Ability to develop and implement creative approaches to reach targeted audiences.
- Knowledge of Library's mission, values, policies, and strategic plan.
- Ability to coordinate diverse information and work with independent initiative.

TOOLS & EQUIPMENT USED

- Library computer system; personal computer including world wide web search engines and the library's web site, calculator; copy and fax machine; phone.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently required to walk, sit and talk or hear. The employee is occasionally required to use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl.
- The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus to both print and electronic text.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work is performed primarily in an office setting. The noise level in the work environment is generally quiet.

DEPT/DIVISION APPROVED BY: _____ DATE: _____

EMPLOYEE'S SIGNATURE: _____ DATE: _____

H. R. DEPT. APPROVED BY: _____ DATE: _____

* Essential functions of the job.